Message from the Assistant Director:

Extension’s Community Development programs aim to engage people in strengthening their organizations, communities, and ultimately social, economic, civic, and environmental conditions. This issue highlights efforts focused on planning for local food, economic success, and community leadership in communities in all four corners of the state. It also showcases a few of the Extension-CD professionals who are partnering with others to capitalize on opportunities to improve their neighborhoods, communities and region. Recent multi-state efforts and research publications are also noted.

We hope this and future issues of the CD Quarterly News help you better understand how Extension-CD professionals partner to strengthen lives and communities through research-based educational programming.

If you are aware of additional opportunities to partner or have specific questions about the efforts highlighted, please give us a call!

Inside this issue of CD Quarterly News:
Message from the Assistant Director ..........1
Cleveland’s Urban Agriculture Overlay District ..2
Gallia County’s Strategic Planning Process ......3-4
Point Place BR&E .....................................4
OSUE/University District:
    Model of Collaboration and Commitment .....5
Leadership Fayette ..................................6
News and Events ....................................7
CD Faculty and Staff Features .................8-9
New CD Fact Sheet Series .........................10

We had several regional and national award winners at the recent National Association of Community Development Extension Professionals (NACDEP) conference in Pittsburgh!
Read the news story here.

For a listing of upcoming Community Development events, visit comdev@osu.edu.
As the City of Cleveland continues to address its growing inventory of vacant or vacated land (estimated at 20,000 parcels), working with elected officials to inform changes in local policy that can support innovative land reuse strategies has been a role well-suited for Extension professionals. And for the past few years, Extension in Cuyahoga County has worked with the City of Cleveland Planning Commission and Councilman Joe Cimperman on one such innovative strategy — the creation of an urban agriculture overlay district.

The purpose of an Urban Agriculture Overlay District (UAOD), at least one acre in size, includes providing appropriately located and sized land for agriculture use, facilitating local food production, and providing local agriculture-based entrepreneurship and employment.

Extension has worked side-by-side with staff from the city’s Planning Commission and Councilman Cimperman to provide valuable information that has been used to draft pending legislation in support of UAOD zoning. Extension’s efforts have included:

- Reviewing current Cleveland codes related to urban agriculture and identifying gaps that could be addressed through the UAOD;
- Researching other municipalities with agriculture overlay district policies and summarizing findings for City Planning Commission;
- Developing an outline of recommendations for the UAOD based on gaps in current code and findings from research; and
- Assisting the Cuyahoga Place Matters team complete a Health Impact Assessment of the draft UAOD legislation by contributing local data and secondary research.

Much interest has evolved in coordinating hearings before Cleveland City Council for the draft UAOD legislation and, upon approval, applying the overlay district zoning to Cleveland’s 26.5-acre Urban Agriculture Innovation Zone which currently houses OSUE’s 6-acre incubator farm, Kinsman Farm, and another agriculture venture. This new zoning has the potential to positively impact Cleveland’s continuous efforts to transform itself from the once rust belt to the thriving and sustainable green belt. And Extension is proud to be a part of these vital efforts.

This new zoning has the potential to positively impact Cleveland’s continuous efforts to transform itself from the once rust belt to the thriving and sustainable green belt.
Marketing a county’s assets doesn’t come cheap. While many small, rural communities struggle to find funding to develop a comprehensive marketing campaign, the leaders in Gallia County, Ohio raised $200,000 to support their marketing efforts without having to look too far to find it. The financial support came from businesses and organizations right in their own backyard – and it all began with a strategic plan.

In May 2011, the Gallia County Economic Development Director, Melissa Clark, with the support of the Gallia County Commissioners, launched a year-long strategic planning process, facilitated by Becky Nesbitt, OSU Extension Educator for Community Development. During that year, the group grew to include more than 60 community leaders and interested citizens who met twice a month to put together a strategic plan that would help propel the small southeastern Ohio county onto a path of positive community and economic growth.

Work on achieving the goals in the plan, called Grow Gallia, began immediately. In just a few months, Clark and the Commissioners were able to build the financial resources necessary to hire a marketing firm to begin a process of branding the community. “Gallia County has never had a professional marketing plan before now,” said Clark. “But during the strategic planning process, everyone agreed that we needed to put together a professional package – including branding and a first-rate economic development website – to begin to inform others about what Gallia County has to offer businesses and industry.”

According to Clark, finding funding for the project was nearly effortless. “I know that it was the process of dialogue and goal setting that occurred during those strategic planning meetings that helped everyone get on the same page when it came to agreeing on a how to attract development in the county,” stated Clark. “The idea of Grow Gallia is to grow all aspects of the community – grow opportunities, grow jobs, grow businesses,” shared Clark. “But in my opinion, one of the best things that has grown from the effort is a unified approach to development. This process has helped get everyone rowing in the same direction.”

Gallia County Commissioner, Harold Montgomery agrees. “During those strategic planning meetings, we found ways to work together and develop shared goals,” said Montgomery. “We believe that the time we put into creating this strategic plan and the marketing effort will help others see what a great place Gallia County is to live and work.” He added, “Jobs and quality of life – that’s what we want to continue to grow.”

(Continued on page 4)

“As a result of the strategic planning process, the Gallia County Commissioners were able to raise funding to establish a professional economic development marketing package, including this new logo.
In addition to the marketing effort, the strategic plan includes an initiative to support local businesses and encourage entrepreneurial growth with a shop-local campaign. The Gallia First effort encourages residents to think about the resources that are available in their own community before searching elsewhere to purchase goods or services. “Finding ways to support our local businesses – our local economy - was one of the priorities in the strategic plan,” acknowledged Montgomery. “This is a strong community that we hope will continue to have plenty to offer folks when they are thinking about where to live and work.”

“**We believe that the time we put into creating this strategic plan and the marketing effort will help others see what a great place Gallia County is to live and work.**”

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**Business Retention & Expansion Helps Inform Business Association to Strengths and Weaknesses of the Local Economy**

By **Joe Lucente**, Extension Educator (Ohio Sea Grant)

In early 2013, the Point Place Business Association in Lucas County partnered with OSU Extension Community Development and Ohio Sea Grant to conduct a Business Retention and Expansion program to gain a better understanding of the local economy and examine the needs of its existing business base. As a result of the program, community leaders were able to learn that 41 businesses plan to retain 240.5 jobs and create an estimated 35 to 44 new jobs.

For more information, contact [Joe Lucente](mailto:Joe.Lucente@osu.edu).

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OSU Extension/University District: A Model of Collaboration and Commitment

By Susan Colbert, Program Director, CD (University District)

Weinland Park (WP), one of the neighborhoods in the University District, was formerly plagued by drugs, gangs, crime, substandard/vacant & abandoned housing, low performing schools, commercial disinvestment and high un-/under-employment as detailed in the University Neighborhoods Revitalization Plan. However, when E. Gordon Gee accepted his position in 1990 as President of The Ohio State University, he was appalled by the conditions of the neighborhood and felt the University should and could do more to improve the quality of life and housing in its surrounding neighborhoods. Thus, Campus Partners was established in 1995, and OSU Extension was invited to be of service. Conclusively, a neighborhood based model of collaboration and commitment was developed.

The office is now located in the Schoenbaum Family Center, 175 E. 7th Avenue at Summit Street, Suite 205. The Center is owned and operated by the College of Education and Human Ecology. The Community Computer Center resides at the Godman Guild Association, 303 E. Sixth Street.

The OSUE University District has a dedicated team of staff and volunteers as well as an advisory committee, and attributes much of its success to its unique programs and strategic partnerships. The team utilizes an asset-based approach to programming in the University District, which focuses on the resources and strengths of the neighborhood (i.e., people, places, partnerships, etc.), rather than the needs and deficiencies of the area. This approach has helped OSU Extension gain the respect and trust of residents and stakeholders. To this end, OSU Extension has received numerous accolades for their work in the University District.

Major program accomplishments in the University District include:

- Volunteer Income Tax Assistance
- Basic and Advanced Computer Training
- Home Buyer Education and Financial Literacy
- Moms2B
- Food District at Weinland Park
- Weinland Park Homes
- Individual Development Accounts (IDA)

To learn more about OSU Extension programming in the University District, view the Neighbors Helping Neighbors video at: youtube.com.
Developing leaders of communities and community-based organizations through education and training is a valuable activity for many communities. Leadership development programs help to train an adequate supply of effective leaders who are vital to the success of community development activities. They provide the basis for improving the well-being of people in their communities.

Leadership Fayette, in existence since 2004, has been redesigned to focus more on building leadership skills and knowledge of graduates. As a public affairs/community-based leadership development program, Leadership Fayette seeks to develop and motivate a cross-section of leaders. These leaders will use their talents and abilities to inspire others and to foster a new spirit of energy, enthusiasm, and vitality throughout the county.

- **Goals:** Provide ongoing personal and professional development and community knowledge for community and organizational leaders who are committed to working on a shared vision to strengthen their organizations and communities.

- **Objectives:**
  - to develop increased leadership skills and knowledge through training
  - to increase community understanding and knowledge of community assets and their use for community development
  - to encourage active participation and involvement in community and civic affairs
  - to increase the importance of understanding diversity in community issues

This year's session topics include:

- Communication / public speaking / presentation skills and knowledge building
- Personality Types – styles and approaches to leadership
- Strength Finders - effective functioning of a leadership group
- Change and ethics
- Team challenge and group work
- Local, state and federal government structures and functions
- Managing multiple generations
- Celebrating leadership in diversity

This year’s participants are Brigitte Hisey, Chelsie Hornsby, Bob Brown, Jared Clark, Amanda List, Emily Pohlman, Adam Shepard, and Alyssa Kitchen.

Godwin Apaliyah, CD Extension Educator in Fayette County, is coordinating the program.
University of Florida Sustainable Agriculture Research and Education (SARE) Program Brings Business Retention and Expansion Back to Florida
By Joe Lucente, Extension Educator (Ohio Sea Grant)

In June 2013, Joe Lucente and David Civittolo taught 17 University of Florida Extension faculty members how to conduct on-going Business Retention and Expansion programs focused on the agricultural business sector in their communities during a three-day workshop in Tampa, Florida. As a result of this workshop, the University of Florida Extension SARE program has begun to establish BR&E programs to help the agricultural business sector identify areas for growth and expansion, identify and address adverse business conditions, open lines of communication between the business community and decision makers, and work to address a sustainable agricultural future for Florida’s communities.

As a result of this workshop, the University of Florida Extension SARE program has begun to establish BR&E programs . . .

OSU Extension, Ohio Sea Grant and Ohio Department of Natural Resources Study Shows the Value of Lake Erie Shoreline Recreational Fishing
By Joe Lucente, Extension Educator (Ohio Sea Grant)

Lake Erie shoreline anglers - those who fish from shore locations like docks and jetties instead of boats - value their fishing at an annual average of $13.5 million, a study from Ohio State University Extension, Ohio Sea Grant, and the Ohio Department of Natural Resources Division of Wildlife has found. Shoreline anglers also spend an additional $1.1 million in communities near their fishing destinations on things like food, gas, and last minute supplies.

For more information, contact Tom Blaine, Frank Lichtkoppler, or Joe Lucente.

View the full study here.

Read the recent Ohio Sea Grant Twineline article here.

Shoreline anglers also spend an additional $1.1 million in communities near their fishing destinations . . .
Susan currently serves as Community Development Program Director for OSU Extension in the University District, located in Columbus. She began her employment with OSU Extension in 2000 as a Program Assistant and was promoted to Extension Educator in the University District. Susan possesses a Bachelor of Science dual degree in Psychology and Sociology, as well as a Masters of Science in Social Sciences with a focus on Applied Public Affairs Studies. She has over 20 years of experience in Community and Economic Development in the states of New York and Ohio.

Under Susan’s leadership, OSU Extension has played a critical role in the transformation of neighborhoods east of High Street, especially Weinland Park. The Community Learning Center, located at the Godman Guild Association, serves an average of 50 students each week in its GED, Workforce Development, and Computer classes. Working with OSU’s Fisher College of Business students, free tax preparation services have been offered to over 1,000 residents, who have received at least $1.5 million in Earned Income Tax and Child Credits. The Individual Development Account (IDA) program has helped at least 20 people start or expand their own business, purchase a home, or pursue post-secondary education.

Read more about Susan’s programming efforts in the University District on page 5.

Joe Lucente is an assistant professor and Extension educator in community and economic development with Ohio State University Extension and the Ohio Sea Grant College Program. Located in Lucas County, he is responsible for research, education, and technology transfer of information concerning Lake Erie and the Great Lakes. His main responsibilities include developing and conducting an outreach education program on local government leadership development and capacity building, business retention and expansion, and related land use issues designed to improve the economic and environmental climate of the Lake Erie watershed. Clientele include economic development professionals, community development organizations, local governments, business associations, and individual businesses. Joe has worked with a variety of community organizations, local and regional government entities, non-profits and businesses on a number of issues related to coastal community development.

Joe obtained a Masters of Public Administration degree from the University of Akron in 1995 and received his Bachelor of Science in Applied Science degree from Youngstown State University in 1994. His previous experience included economic development positions in county and city government as well as a major non-profit organization in northwest Ohio. Joe obtained the status of Certified Consultant in Business Retention and Expansion in June 2013 through Business Retention and Expansion International. He has been with Ohio State University Extension and the Ohio Sea Grant College Program since February 2001.

Read more about Joe’s programming, from Business Retention and Expansion to a study on shoreline anglers, on pages 4 and 7.
Meet our Newest County Educators . . .

Dr. Godwin Tayese Apaliyah has been the Extension CD Educator in Fayette County since May of 2012. With the goal of strengthening individual lives and communities through research-based educational programs, Godwin’s primary focus involves collaborating with community stakeholders – individuals, families, and community business, etc. to identify community issues and resources and collectively make decisions about how to address them. He is working to empower community residents, such as potential and existing leaders, through community leadership programs to build their capacities and challenge them to engage in community programs and projects that would lead to improving communities’ quality of lives. He also has expertise in Community Leadership Education, Economic Development/Community Planning and Assets mapping through community capitals framework, Capacity Development, and Business Retention and Expansion.

Godwin has over ten years of experience in International Community Development in the diverse areas of public health, social, cultural and economic expertise; helping to improve quality of life and standards of living in among rural folks. He has previously worked to build community capacities to empower them with community development methods and approaches for local social, economic, cultural, environmental and political developments. Identification and utilization of community local resources are to community development and sustenance.

Godwin earned his master’s (2004) and doctorate (2011) degrees at The Ohio State University and previously worked as post doctorate for a national project with OSU Extension. He also has a bachelor’s degree in Integrated Development Studies from the University for Development Studies in Ghana. In 2002 he won a Ford Foundation Fellowship to study in the U.S.

Cindy Leis joined OSU Extension in January of 2013 as the CD Educator in Van Wert County. Prior to Extension, she spent 17 years working with Ohio manufacturers through her role as senior business consultant for the Manufacturing Advocacy & Growth Network (MAGNET) based in Cleveland and Toledo. She most recently taught in the College of Business at the University of Northwestern Ohio in Lima.

Over the past two decades, she has collaborated with regional and county economic development directors, small business development centers, Ohio Department of Development agencies, and regional universities and community colleges to promote retention and growth among the manufacturing community. Prior to her work with MAGNET and the Edison Technology Center & Manufacturing Extension Partnership (MEP), she spent ten years with General Dynamics Land Systems Division as a Manufacturing Program Manager. Cindy is a graduate of Bluffton University and holds her MBA from Tiffin University.

Gregory Moon has been the county Extension Educator in Wyandot County since April of 2012. As the Community Development Educator, Moon serves in multiple leadership capacities, including: Director of the Wyandot County Office of Economic Development and Director of the Wyandot County Regional Planning Commission. As a result, he specializes in the areas of economic development and community planning, providing leadership to his local advisory boards.

Moon works with a variety of local community organizations and serves as a board member to many local organizations. He is currently a member of the Board for the Wyandot County Young Professionals—a group that OSU Extension was instrumental in founding. Started in January 2013, this group actively builds competencies in the future business and community leaders of Wyandot County, and in addition, the group functions as an attraction tool for outside businesses. As a primary programming effort, Moon facilitates OSU Extension’s Business Retention and Expansion (BR&E) Program in Wyandot County, which, in 2012, led directly to the creation of 25 new full time jobs and over $3 million dollars invested in the local community.

As state- and federal-level assistance programs continuously change, Moon’s educational priority remains to be the local community and business leaders’ continued access to available resources through increased awareness and simplification of program guidelines. By fostering partnerships with local clientele in many different formats, Moon establishes a wide-spread, highly valued and long-term relationship between the Wyandot County community and the OSU Extension Community Development unit.

Moon holds a Bachelor of Arts degree in Aviation Management from The Ohio State University and a Master of Business Administration from Franklin University.
New CD Fact Sheet Series . . .

To view the fact sheets included in the new Distributed Energy Generation series, click here. The series includes:

- **Preparing Your Own Electricity in Ohio**
  By Eric Romich
- **A Business Retention & Expansion Strategy**
  By Nancy Bowen-Ellzey
- **A Business Guide for Investing in On-Site Energy Generation**
  By Eric Romich & Nancy Bowen-Ellzey

View a complete listing of OSU Extension fact sheets and bulletins at: [ohioline.osu.edu](http://ohioline.osu.edu)

Give to Community Development . . .

More and more, we look to gifts to help offset the costs of professional development and recognition. OSU Extension CD has a support fund in place to accept your donations for this purpose. If you have given to support these efforts in the past, we thank you very much. If you are interested in giving now, please let us know if you have questions. Giving is made very easy at [giveto.osu.edu/OSUECommDevSupport](http://giveto.osu.edu/OSUECommDevSupport).

Ask an Expert is an online system for asking questions and receiving expert answers quickly on a broad range of subjects. Click here for more information.

Visit us on Facebook

For more information about OSU Extension Community Development programs contact us at 614-292-6232 or visit us on the Web for a complete listing of programs.

OSU EXTENSION MISSION:
Engaging people to strengthen their lives and communities through research-based educational programming.

OSU EXTENSION COMMUNITY DEVELOPMENT MISSION:
Helping communities enhance their well-being.

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information: [go.osu.edu/cfaesdiversity](http://go.osu.edu/cfaesdiversity)